

## ABSTRACT

A system for allowing company representatives or web site operators to monitor and track activity of visitors to their web site and proactively establish live contact with the visitor using text messaging. A customer service representative of a website operator can instantly send a message to a visitor in order to help them obtain the most relevant information desired, and to directly answer any questions the visitor may have. A radar screen provides information to the website operator of how people are accessing their website by providing on one screen a visual comparison of the different locations or pages within the website where the visitors are browsing. The radar screen can be divided into sectors representative of each of these locations, and the number of visitors to each one is indicated.

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